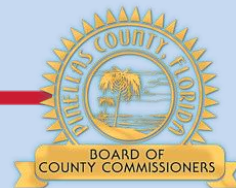




Doing Things!

**Convention and Visitors Bureau
February 14, 2017**





Who We Are

47 FTE, 2% of County Administrator workforce

- Advertising & Promotions
- Community & Partnerships
- Latin American Sales
- Leisure Travel
- Media & Interactive
- Meetings, Conventions, & Event Svcs.
- Film
- Sports
- Executive and Accounting/Admin.



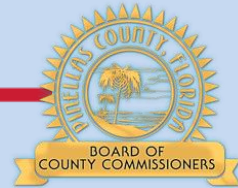
**ST.PETERSBURG
CLEARWATER**



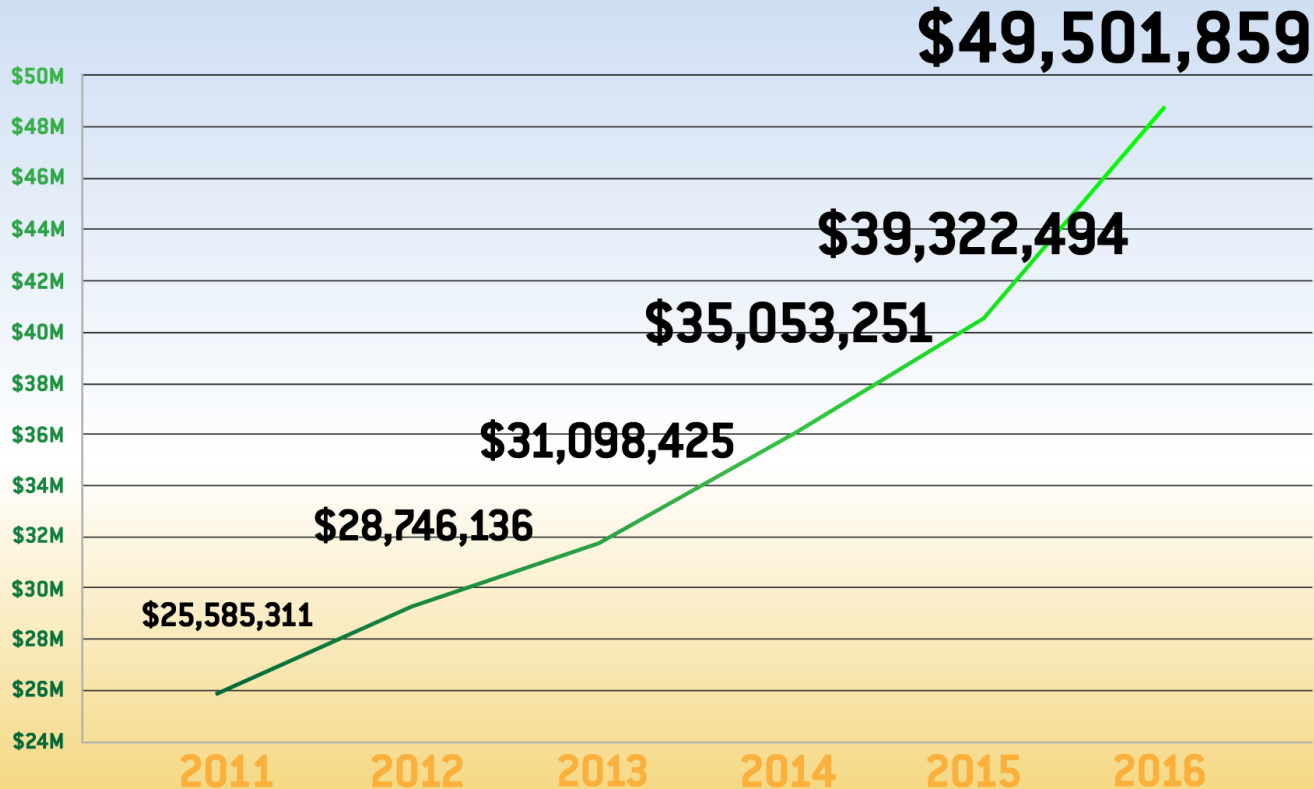
**ST.PETERSBURG
CLEARWATER
FILM**



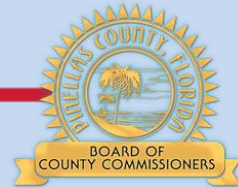
**ST.PETERSBURG
CLEARWATER
SPORTS**



Tourist Development Tax by FY







What We Do

- Market, advertise and promote Pinellas County
- Attract and retain air service to the area
- Partner with local stakeholders



Live It.

ST. PETE
CLEARWATER

ST. PETE IS A BEAUTIFUL PLACE
WHERE YOU CAN ENJOY THE BEST OF BOTH WORLDS.

Feel It.

ST. PETE
CLEARWATER

ST. PETE IS A BEAUTIFUL PLACE
WHERE YOU CAN ENJOY THE BEST OF BOTH WORLDS.





814

Gray Line

City Sightseeing
Kronos

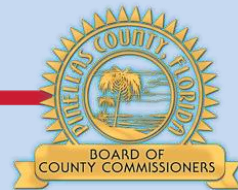
Splash It.

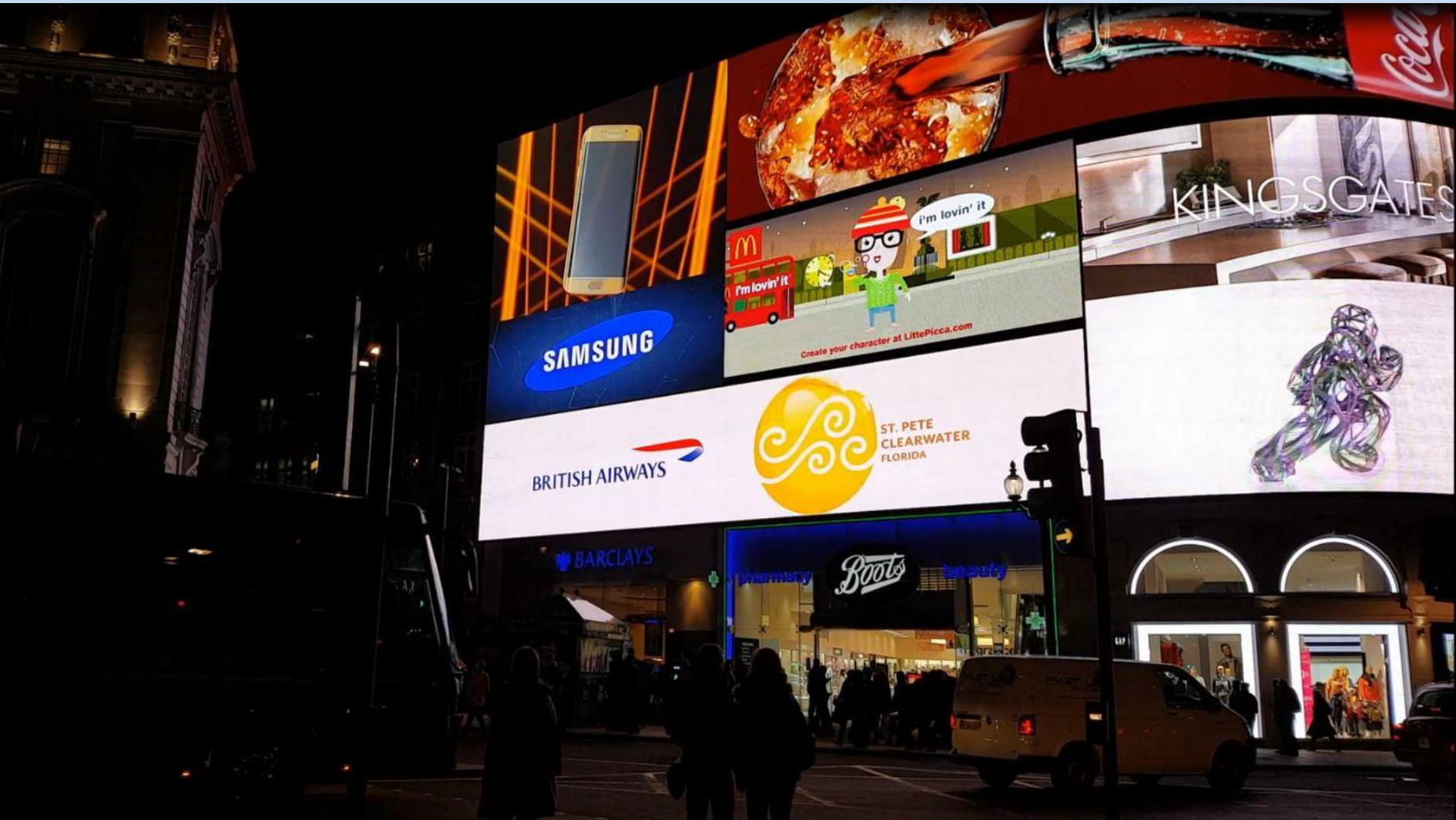
Hop On
Hop Off



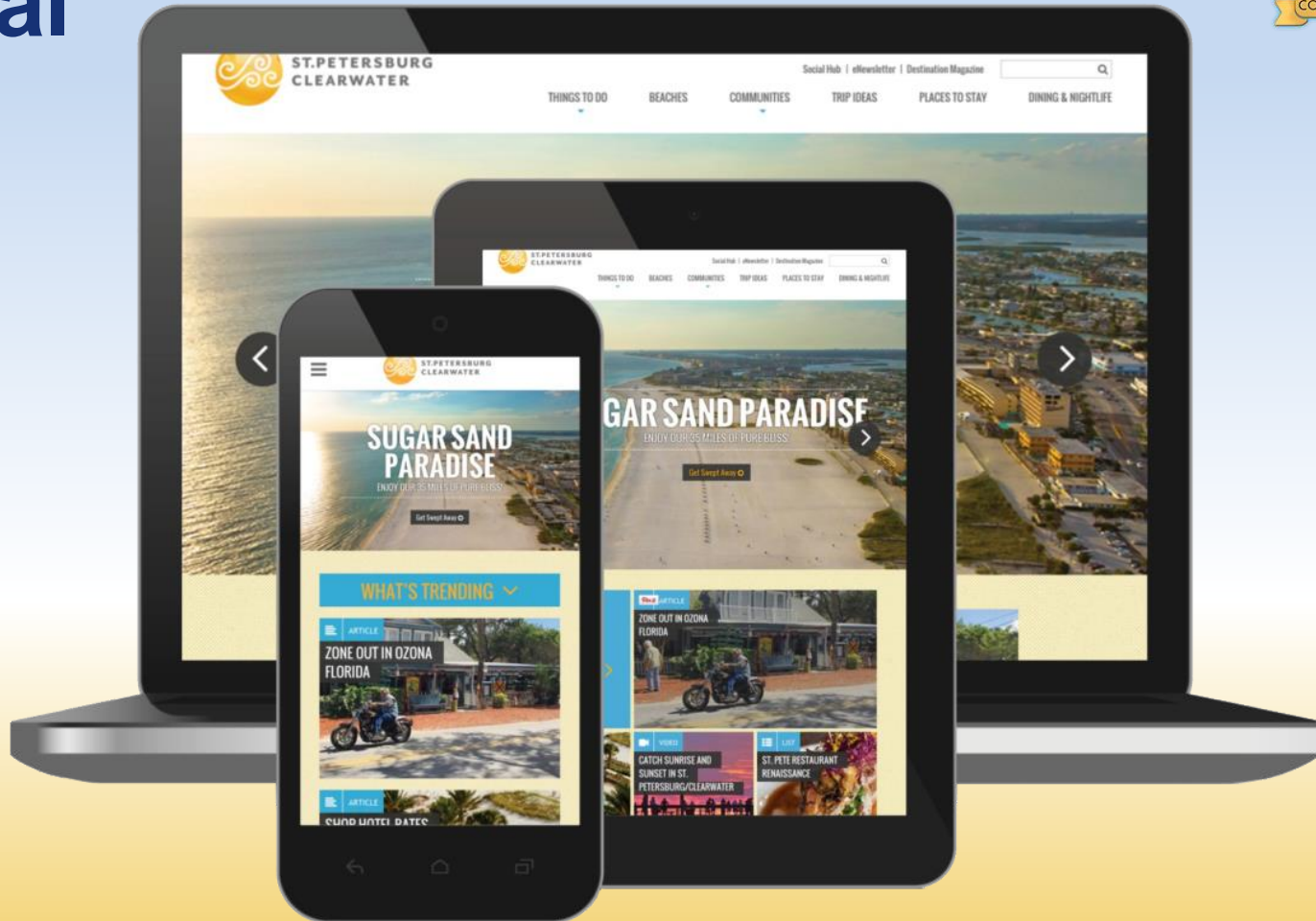
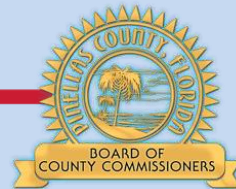
ST. PETERSBURG
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#LiveItRight





Digital



Our Vision: To Be the Standard for Public Service in America

用心感受

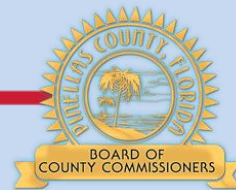


ST.PETERSBURG
CLEARWATER

VisitStPeteClearwater.com

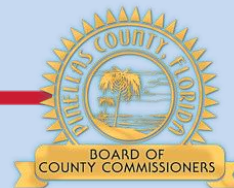
   #LiveAmplified





What We Do

- Support high-profile events
- Fund Capital Projects
- Employ residents



Things Done

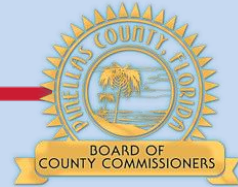


- Penny for Pinellas
- VisitStPeteClearwater.com

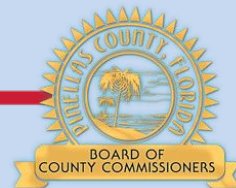
Things Done



- Destination magazine
- Visitation from Latin America







Doing Things



- Partnerships
- Differentiation
- Keep brand lively and top of mind

Thank you!

